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**IN THE CLAIMS:**

Please amend claims 1, 5, 7, 12, and 14 as indicated below, and add claims 42-45 as follows:

**Claim 1 (currently amended):** A shopping assistance service method, comprising the steps of:

(a) capturing information about an item of interest at a business premises where the item is being offered by a user using a mobile device and sending the information, at the time of capture, to a service system over ~~at least~~ a communication link including a mobile radio infrastructure;

(b) at the service system:

(i) receiving the information ~~at the service system,~~

(ii) determining a location associated with the information, and

(iii) processing the information to identify at least the type of item of interest; and

(c) delivering to said user at least one of comparative-pricing and availability data for items of the type identified in step (b) for other business premises relative to said location, said data being categorized into zones of different physical accessibility of the business premises concerned from said

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location, the delivering step being over a communication link  
originating at the service system and including a mobile radio  
infrastructure.

**Claim 2 (original):** A method according to claim 1, wherein  
said location is that of the business premises where the item is  
being offered.

**Claim 3 (previously presented):** A method according to claim  
2, wherein said location is determined in one of the following  
ways:

by extraction from said information as specific data included  
by the sender;

by request to a location server of a mobile radio  
infrastructure through which said information has been sent to the  
service system from a mobile entity;

by reference to a database relating business identity to  
location, said information including the identity of the business  
where the item is on offer; or

by processing of image data included in said information.

**Claim 4 (original):** A method according to claim 1, wherein  
said location is a predetermined location specified by the party

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responsible for sending the information to the service system in a user profile held by the service system.

**Claim 5 (currently amended):** A method according to claim 1, wherein step (b) includes determining multiple locations associated with said information, one of said ~~location~~ locations being that of the business premises where the item is being offered and another said location being a predetermined location specified by said user either in a user profile held by the service system or in said information, and step (c) includes determining at least one of comparative-pricing and availability data for items of said identified type from business premises categorized into respective sets of zones of different physical accessibility for each said location.

**Claim 6 (canceled).**

**Claim 7 (currently amended):** A method according to claim 1, wherein said zones comprise ~~at~~:

a convenient walking zone around said location; and  
a convenient driving zone around said location.

**Claims 8-10 (cancelled).**

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**Claim 11 (previously presented):** A method according to claim 1, wherein the processing of said information in step (b) includes one or more of the following operations:

extracting data from specific data fields;

analysing image data included in said information using OCR techniques;

matching image data included in said information against stored image data;

interpreting bar code image data included in said information; and

applying speech recognition to recorded audio data included in said information.

**Claim 12 (currently amended):** A method according to claim 1, wherein [[said]] a specific task comprising one of delivering comparative-pricing data and delivering availability data is selected by the party responsible for sending the information in step (a), the selected task being explicitly specified in said information sent to the service system.

**Claim 13 (cancelled).**

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**Claim 14 (currently amended):** A method according to claim 1, wherein said output is made available to said user in one or more of the following ways:

by return over a data channel used to [[the]] send the information to the service system in step (a);

by electronic mail to a electronic mail address specified in said information or in a user profile held by the service system in respect of said party;

by print out and mailing of the print out to a physical mail address specified in said information or in a user profile held by the service system in respect of said party; and

by making said output available at a web site accessible by said party.

**Claim 15 (original):** A method according to claim 1, wherein said item of interest is a product on offer for sale or hire.

**Claim 16 (original):** A method according to claim 1, wherein said item of interest is a service.

**Claims 17-20 (cancelled).**

**Claim 21 (previously presented):** A shopping-assistance service system, comprising:

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a receiving subsystem for receiving from a user information about an item of interest on an offer at a business premises;

a processing subsystem for processing the information to identify at least the type of said item of interest;

a location-determining subsystem for determining a location associated with the received information;

a task subsystem for obtaining, for the type of item identified by the processing subsystem, at least one of comparative-pricing and availability data with respect to other business premises, the task subsystem being arranged to categorize said data according to zones of different physical accessibility of the business premises concerned from said location; and

an output subsystem for sending the categorized data to the user.

**Claim 22 (previously presented):** A system according to claim 21, wherein said zones comprise:

a convenient walking zone around said location; and  
a convenient driving zone around said location.

**Claims 23-28 (cancelled).**

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**Claim 29 (previously presented):** A system according to claim 21, wherein said information further includes an indication of at least one further location specified by said user, the processing subsystem being arranged to identify said at least one further location from said information, and the task subsystem being arranged to determine at least one of comparative-pricing and availability data for items of said identified type from business premises categorized into respective sets of zones of different physical accessibility from each said location.

**Claim 30 (previously presented):** A system according to claim 29, wherein said zones comprise:

a convenient walking zone around said location; and

a convenient driving zone around said location.

**Claims 31-41 (cancelled).**

**Claim 42 (new):** A method according to claim 1, wherein a zone distance is input with respect to an item of interest.

**Claim 43 (new):** A method according to claim 1, wherein a zone distance is stored in a user profile.

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**Claim 44 (new):** A system according to claim 21, wherein a zone distance is input with respect to an item of interest.

**Claim 45 (new):** A system according to claim 21, wherein a zone distance is stored in a user profile.